

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS	4 th Semester	ECTS	HWS
Corporate Positioning & Decision Processes	5	3	Dialogical Communication: Influencer, Social & Co.	5	3	Capstone Project	15	9	Thesis & Colloquium	30	2
Customer Centric Management	5	3	Strategic & Digital Marketing	5	3						
Extended Marketing Management Skills	5	3	Data-driven Marketing topics	5	3						
Internal Marketing & Culture Shaping	5	3	Sales Excellence	5	3	Advanced Research Methodologies	5	3			
Entrepreneurial Thinking & Digital Models	5	3	Comparative Cultural Studies	5	3	Corporate Social Responsibility & Ethics	5	3			
Contemporary Leadership Culture (Social Skills)	5	3	Interdisciplinary Elective (e.g. IDM or ISEM)	5	3	Business Coaching	5	3			
	30	18		30	18		30	18		30	2
120 ECTS											

- Specialization Modules from your study programme
- Faculty-wide modules (interdisciplinary projects from other programmes)
- The Capstone Project: Practical-oriented (consulting) project, which can be organised across multiple study programmes.
- Elective module from another UE faculty
- University-wide modules (interdisciplinary projects from other UE faculties)

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System